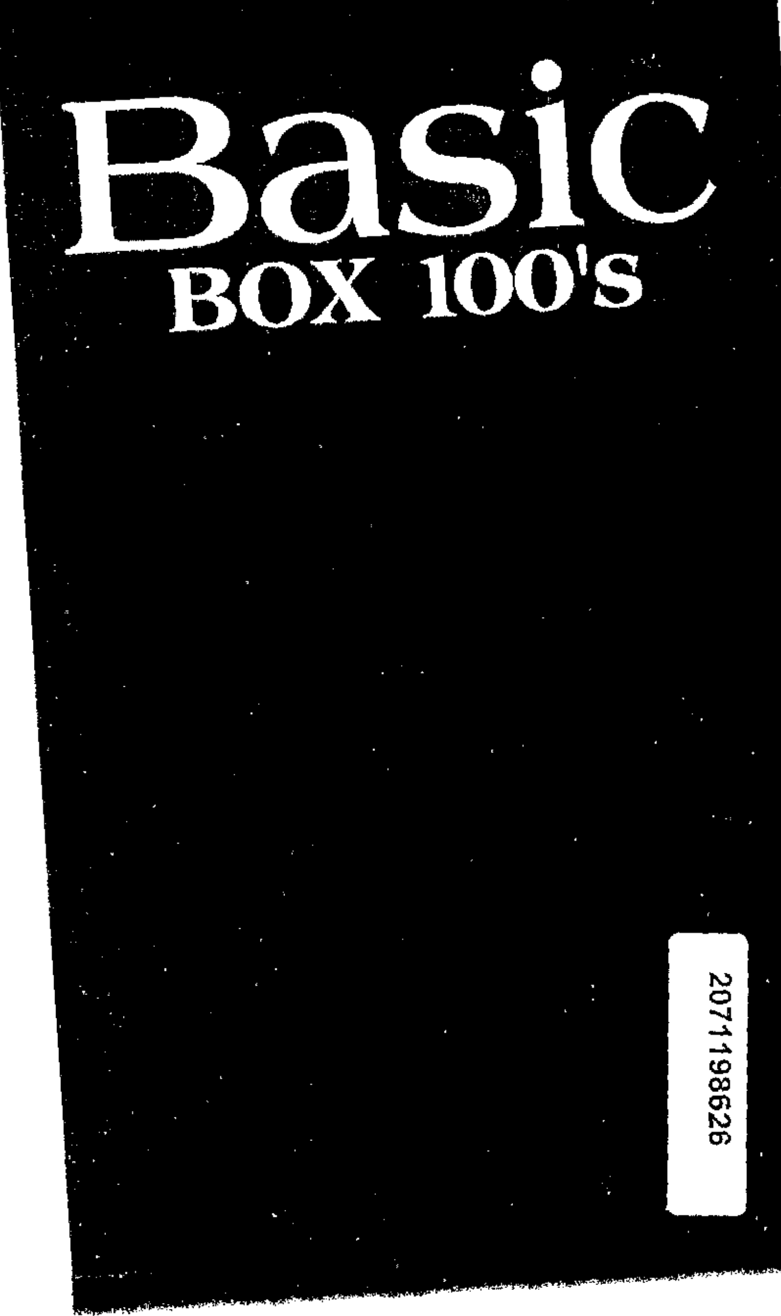

Basic
BOX 100's
2071198626

Basic Box 100's

- Discount Box 100's represents over 50% of the Discount Box Category*.
- The opportunity exists for increased sales and profits by offering New Basic Box 100's to meet the demands of your adult consumers who smoke.

Here's how it works:

1. Place your order.
2. Display the product and place supporting point-of-sale materials.
3. Ensure repeat orders by entering item numbers in your order system and creating and labeling space on cigarette merchandisers.
4. Sell Basic Box 100's and count your profits.



PROFIT CALCULATOR

______ # of Cartons Purchased	X	______ Wholesale Cost	=	______ Total Cost
______ # of Packs For Sale	X	______ Pack Selling Price	=	______ Total Revenue
______ Total Revenue	-	______ Total Cost	=	______ Gross Profit
______ Gross Profit	÷	______ Total Cost	=	______ Return on Investment

2071198627

* Source: MSA, July 1997

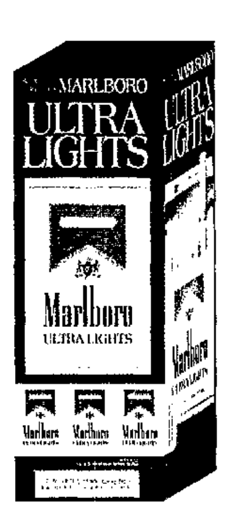
06964 Philip Morris Inc. 1997

MARLBORO ULTRA LIGHTS

- Marlboro Ultra Lights has achieved a 1.4% share of market in test markets.
- Box packings' share of market has grown 78% since 1990.*
- There is an opportunity for increased sales and profits by offering Marlboro Ultra Lights Box Kings and 100's to meet the demands of your adult consumers who smoke!

Here's how it works:

1. Place your order.
2. Display the product and place supporting point-of-sale materials.
3. Ensure repeat orders by entering item numbers in your order system and creating and labeling space on cigarette merchandisers.
4. Sell Marlboro Ultra Lights and count your profits.



PROFIT CALCULATOR

________	X	________	=	________
# of Cartons Purchased		Wholesale Cost		Total Cost
________	X	________	=	________
# of Packs For Sale		Pack Selling Price		Total Revenue
________	-	________	=	________
Total Revenue		Total Cost		Gross Profit
________	÷	________	=	________
Gross Profit		Total Cost		Return on Investment

2071198628

* Source: MSA, July 1997